

R. Zhovnovach

*Candidate of Economic Sciences,
Associate Professor at the Department of Economic Theory,
Marketing and Economic Cybernetics,
Kirovohrad National Technical University*

D. Vasylenko

*Candidate of Economic Sciences,
Vice-rector for International Relations,
Kirovohrad Institute of Commerce*

CONCEPTUAL PRINCIPLES OF FORMATION AND SUPPORT OF THE REQUIRED LEVEL OF COMPETITIVENESS OF AGRICULTURAL MACHINE-BUILDING ENTERPRISES

The article discloses the problems of the formation of the output level and support of the required level of competitiveness of machine building enterprises in the conditions of unstable market environment. The issues of the formation of competitiveness of machine-building enterprises and development of their competitive strategies with the help of assignment of strategic business units were considered. This will enable enterprises to carry out strategic management more effectively, balance resources and optimise the application of production capacities.

The conditions of the formation of the output level of competitiveness of national agricultural machine-building enterprises and specification of details of a product strategy in the limits of every chosen strategic business units were defined. The main types of work on

the formation of the output level of competitiveness of enterprise were considered.

The necessity to form the prospect competitiveness of machine-building enterprises based on the flexible management of enterprise competitiveness which presupposes practical realization of the enterprise ability to renew the range of products, organization of modification of the present or introduction of innovative products was grounded. This means the changes which a consumer thinks to be important and will have demand on the market. That gives possibility for the producers of agricultural products to hold active position on the competitive market. The scheme of planning of the process of renovation of competitiveness of agricultural machine-building enterprises was presented.